

Automotive News

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GM Willow Run workers may bump 430 in Texas. PAGE 4

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Union vows to battle maker's hard-nose stance. PAGE 4

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Advertising Production Dept. (313) 446-6063
Circulation Department
In Michigan.....(313) 446-0480
Outside Michigan.....1-800-678-9595
Classified Ad Department.....(313) 446-6065
Display Ad Department.....(313) 446-6039
Editorial & Business Offices.....(313) 446-6000
AUTOMOTIVE NEWS (ISSN 0005-1551)
is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3167. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

correction

An Oct. 5 table on Page 35 incorrectly listed Land Rover's model names. The 1993 lineup includes the Range Rover County, the Range Rover County LWB and the Defender 110.



HANS G. LEHMANN/HIDDEN IMAGE

New Firebird takes wing

The official introduction is set for early next year, but this spy photo shows an undisguised prototype of the new Pontiac Firebird. The new F-car makes generous use of plastic body panels. Buyers can opt for the Corvette's LT-1 5.7-liter V-8 mated to a six-speed transmission.

latenews

CONTINUED
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industry sales rates in the United States, Europe and other markets remain low and "these factors coupled with seasonal dealer inventory adjustments are expected to result in a loss for Ford in the third quarter."

The automaker said the losses could offset earnings in the first half of \$840.3 million. The reason: recent instability in currency markets overseas resulting in reduced sales.

Still, the company could end the year in the black. According to the filing, "full-year 1992 results, however, still would represent a substantial improvement over 1991 losses."

Suzuki rebuffs CAW president

The president of Suzuki Motor Co. Ltd. wants the head of Canada's auto union to stay out of a month-old strike at Suzuki's Canadian joint venture.

In a letter to Canadian Auto Workers President Basil "Buzz" Hargrove, Osamu Suzuki said the strike "should basically be handled between the local union and the management" of CAMI Automotive Inc., Suzuki's 50-50 joint venture with General Motors in Ingersoll, Ontario.

The union wants CAMI to pay what other Canadian automakers pay. Suzuki said that CAMI was still not profitable, but union officials claim that CAMI's parent companies are making money from the venture.

A CAMI spokeswoman said Friday that no talks are scheduled, and there is "no

apparent movement toward a middle ground by either side." — Lindsay Chappell

Hummer rises to 25 dealers

SOUTH BEND, Ind. — AM General, maker of the Hummer off-road vehicle, has signed a second group of dealers.

Nationwide, that brings the total to 25. The company hopes to sign 25 more by the end of the year, said James Armour, president and chief executive officer.

The Hummer is being produced with a 6.2-liter diesel engine and a three-speed automatic transmission. Prices range from \$45,000 to \$50,000.

Armour says work has begun on prototypes fitted with a 6.5-liter General Motors turbodiesel and a four-speed automatic, and the LT1 5.7-liter V-8 from the Chevrolet Corvette.

— Jack Keebler

Sales in Canada fall slightly

TORONTO — For the sixth month in a row, sales of cars and trucks fell in Canada, but the September decline was less than 1 percent.

Trucks again performed better than cars. Truck sales were up 9.86 percent over September 1991 levels, while cars slipped 4.85 percent. Combined sales were 102.225.

Chrysler, Mazda and Toyota had double-digit increases. Ford, General Motors, Nissan and Honda dropped.

Alarm firm sues for Viper name

DETROIT — A California auto security company is

suing Chrysler Corp., claiming it owns the rights to the name Viper used on Dodge's 400-horsepower muscle car.

Directed Electronics Inc. filed trademark infringement suits in federal and California courts against the automaker in January. The two agreed in April to delay the suits while trying to reach a settlement, but the talks failed.

Directed Electronics, which makes and sells the Viper line of car alarms, then asked U.S. District Court in Detroit to schedule a hearing to stop Chrysler's use of the name. Chrysler hasn't been served with any papers or received official notification of the Detroit filing, according to spokesman Tom Houston.

— The Associated Press

Nasser to head Ford of Europe

BRENTWOOD, England — Ford of Europe Chairman L. Lindsey Halstead has announced his retirement at the end of the year.

He will be replaced by Jac Nasser, 44, chief executive officer of Ford Motor Co. of Australia Ltd. since 1989. Nasser also was elected a vice president of Ford Motor Co.

John Ogden, director of car programs for Ford's North American Operations, will succeed Nasser. The changes are effective Jan. 1.

— Ed Wendt

Chrysler pays pension fund

Chrysler Corp. made a \$300 million contribution to its unfunded pension liability during the first two weeks of September.

The contribution, following an earlier \$10 million payment, was almost six times the \$51 million required by the government, according to spokesman Tom Houston.

Through a tax carryback, Chrysler was able to get a \$45 million tax refund from making the large payment.

The company owed \$4.39 billion in unfunded pension liabilities as of Dec. 31, 1991, which it has pledged to pay off over the next 10 years.

Since Chrysler's pension liability continues to grow, the \$310 million payment so far doesn't mean it has reduced its outstanding obligation by that amount, Houston said.

— Joseph Bohn

briefly

Open wide, say Ahhh-chieva

Let's say the release for the fuel filler door doesn't work on your Oldsmobile Achieva, Pontiac Grand Am or Buick Skylark. Think you're out of luck when you run out of gas? No way! General Motors' high-tech solution is to "insert a common tongue depressor in the gap around the fuel filler door opening at the 9 o'clock position . . . (and) push the tongue depressor into the opening approximately 38 mm. . . ." Well, you get the idea. Then, apparently, the technician will be able to repair the roof cause.

FIRST STRIKE — Automaker members of the World Electric Vehicle Association will try to set worldwide standards for their products before individual governments make a hodgepodge of regulations. "The automakers are more global than any other entity on the planet, for better or worse," said John Wallace, a Ford Motor Co. executive and the new chairman of the global group. "We won't leave anybody out" of the standards discussion, he said, but "we're going to get together and decide."

RING IT UP — GM opened its 1 millionth GM card account, less than one month after it launched the new MasterCard on Sept. 9. "People understand the value of the GM card, and for the 14 million people who buy a new car this year, the GM Card can make that purchase easier than ever before," said Ronald Zebeck, managing director of GM's Credit Card Operations. A cardholder in Jacksonville, Fla., last week used a \$250 rebate to buy a Buick Park Avenue, the first car sold under the plan.

S.C. COP COUP — BMW of North America Inc. hit some snags as it tried to create some good will this summer. First, the Tennessee Highway Patrol balked at its offer of a new M5 squad car because BMW wanted some publicity showing the car in action. Then the car was delivered to South Carolina's Highway Patrol, with the same loose strings attached. The \$59,000 sedan sat as the state's Ethics Commission pondered, and finally the state told BMW it was happy to keep the Bimmer as long as it didn't have to give the publicity. This time, BMW agreed.

FRATERNAL TWINS — Chevrolet General Manager Jim Perkins proudly stated recently that the fuel filler door was the only piece of sheet metal common to the Geo Prizm and Toyota Corolla, both built by the GM-Toyota Motor Co. joint venture New United Motor Manufacturing Inc. in Fremont, Calif. Turns out Perkins was wrong. Chevy says not even the fuel filler door is the same. The cars are virtually the same under the skin, though.

SCARY STUFF — Ford designer Fritz Mayhew told a meeting of SAE's Detroit Section some inside



Mayhew: scared bosses

stuff about development of the 1993 Lincoln Mark VIII. The design staff showed the clay design to Ford Design Center management, and "some were scared at first. But, we always say that if you're not a little uncomfortable at this step, you haven't reached enough."

Mark VIII production began Oct. 6.

Official introduction is set for Dec. 26.

Mandel joins sales staff

Dutch Mandel has rejoined Automotive News as an advertising representative in the Detroit office. He will oversee a portion of the General Motors account and other key Detroit-based accounts.

Mandel, 34, began his career at Crain Communications in 1984 as associate editor of AutoWeek, joined Automotive News in 1988 as a reporter, and later sold ads for Crain's Detroit Business. He most recently served as an advertising account representative for Detroit Monthly.



Mandel: sales rep

MILEAGE

NOTES: Transmissions: M = Manual, A = Automatic, L = Lockup;
C = Creeper, AV = Continuously Variable, S = Semiautomatic
Source: EPA

A final capability is Extended Profile, which will cause a suspended wheel to reach down a full 2.8 inches from standard height to gain traction if the vehicle is high centered off-road. □

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MEXICO CAR AND TRUCK PRODUCTION

	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Cars for Mexico	6,436	3,249	55,085	37,608
Cars for export	5,721	4,018	53,276	41,201
Trucks for Mexico	3,158	4,101	34,824	31,428
Trucks for export	2,334	969	18,710	5,688
CHRYSLER	17,649	12,337	161,895	115,925
Cars for Mexico	4,879	3,928	43,448	39,253
Cars for export	14,352	14,601	94,022	66,325
Trucks for Mexico	4,233	4,218	40,305	39,062
FORD	23,464	22,747	177,775	144,640
Cars for Mexico	2,158	761	33,007	24,073
Cars for export	6,662	9,863	49,863	56,552
Trucks for Mexico	4,454	5,641	48,424	47,854
GM	13,274	16,265	131,294	128,479
Cars for Mexico	8,454	7,846	63,730	59,245
Cars for export	2,666	1,770	15,611	12,282
Trucks for Mexico	3,531	3,944	25,522	24,704
Trucks for export	1,157	715	7,959	4,525
NISSAN	15,808	14,275	112,822	100,756
Cars for Mexico	3,169	8,377	84,220	92,972
Cars for export	1,036	3,925	35,323	36,596
Trucks for Mexico	193	832	8,889	7,599
VOLKSWAGEN	4,398	13,134	128,432	137,167
Cars for Mexico	25,096	24,161	279,490	253,151
Cars for export	30,437	34,177	248,095	212,956
Trucks for Mexico	15,569	18,736	157,964	150,647
Trucks for export	3,491	1,684	26,669	10,213
TOTAL BIG 5	74,593	78,758	712,218	626,967
Trucks for Mexico	2,981	2,858	19,556	18,665
Trucks for export	0	2	0	5
OTHER TRUCKMAKERS*	2,981	2,860	19,556	18,670
TOTAL INDUSTRY	77,574	81,618	731,774	645,637

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

MEXICO CAR AND TRUCK SALES

	August 1992	August 1991	8 mos. 1992	8 mos. 1991
Cars	6,152	3,663	54,795	36,802
Trucks	3,679	4,041	34,520	31,052
Imports	0	0	340	542
CHRYSLER	9,831	7,704	89,655	68,396
Cars	4,810	4,835	42,852	39,820
Trucks	3,931	4,716	39,556	39,704
Imports	82	14	278	1,693
FORD	8,823	9,565	82,686	81,217
Cars	1,449	1,444	32,297	25,554
Trucks	4,145	6,269	48,066	47,962
Imports	0	14	1,676	2,891
GM	5,594	7,727	82,039	76,407
Cars	8,446	7,791	63,699	59,106
Trucks	3,532	2,967	25,517	23,706
Imports	0	566	2,668	1,251
NISSAN	11,978	11,324	91,884	84,063
Cars	4,756	10,192	91,370	95,202
Trucks	597	886	8,600	7,645
Imports	0	0	4	59
VOLKSWAGEN	5,353	11,078	99,974	102,906
Cars	25,673	27,925	285,013	256,484
Trucks	15,884	18,879	156,259	150,069
Imports	82	594	4,966	6,436
TOTAL BIG 5	41,579	47,398	446,238	412,989
OTHER TRUCKMAKERS*	2,714	2,604	20,825	18,337
TOTAL INDUSTRY	44,293	50,002	467,063	431,326

*Truckmakers Dina, Kenworth, Mexicana de Autobuses, Mercedes-Benz, Victor Patron and Trailers de Monterrey; includes tractor trailers and buses.
Source: Mexican Automotive Industry Association

VW leads 12.3% fall in Mexico auto sales

MEXICO CITY — Sales of cars and trucks in Mexico dipped for the first time this year in August, as industry leader Volkswagen continued to suffer from a month of lost production.

But sales at Ford and General Motors also were down, leaving the country's five automakers with a 12.3 percent overall decline from August 1991. Both cars and trucks were down.

Chrysler, this year's success story, posted another strong gain in sales despite a drop in truck volume. Nissan sales were up 5.8 percent.

VW was outsold by every one of its competitors in August as its sales plunged 51.7 percent. VW production dropped by a third in July and two-thirds in August because of a labor dispute. Production resumed in late August.

August production among the five makers was down 5.3 percent, largely because of VW. Still, output through August was 13.6 percent ahead of 1991's pace.

Announcement of the sales results coincided with a report that a slowdown in the Mexican economy and changes in deductibility of business car fleets will not affect auto sales significantly.

The report, by the Banco Nacional de Mexico, says Mexico's economic slowdown will ease in mid-1993. As the overall economy has slipped, automakers have been offering special credit programs aimed at boosting car sales.

Cesar Flores, president of the Mexican Automotive Industry Association, predicts Mexican production will keep growing at an average rate of 10 percent through 2000. **EN**

U.S. CAR AND LIGHT-TRUCK SALES, SEPTEMBER — 1992 vs. 1991 (ranked by car and light-truck total sales)

Make	Car Sales		1992 Share		1991 Share		Truck Sales		1992 Share		1991 Share		Car & Truck Totals		% Share of Total		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	Share	Share	1992	1991	1992	1991	(Points)	(Percent)
Ford	102,086	91,730	15.2	13.7	119,299	125,117	29.7	33.3	221,385	216,847	20.6	20.7	-0.1	2.1				
Chevrolet/Geo*	72,108	88,660	10.7	13.2	102,206	102,367	25.4	27.3	174,314	191,027	16.2	18.2	-2.0	-8.7				
Toyota	53,264	47,570	7.9	7.1	22,227	19,876	5.5	5.3	75,491	67,446	7.0	6.4	0.6	11.9				
Dodge	27,123	32,881	4.0	4.9	43,035	31,735	10.7	8.4	70,158	64,616	6.5	6.2	0.4	8.6				
Honda	58,355	58,099	8.7	8.7	—	—	—	—	58,355	58,099	5.4	5.5	-0.1	0.4				
Nissan	33,617	37,020	5.0	5.5	17,426	16,812	4.3	4.5	51,043	53,832	4.7	5.1	-0.4	-5.2				
Buick	47,540	46,910	7.1	7.0	—	—	—	—	47,540	46,910	4.4	4.5	-0.1	1.3				
Pontiac	36,999	33,254	5.8	5.0	2,536	1,817	0.6	0.5	41,535	35,071	3.9	3.3	0.5	18.4				
Mercury	34,045	27,545	5.1	4.1	1,942	0	0.5	0.0	35,987	27,545	3.3	2.6	0.7	30.6				
Plymouth	17,246	19,306	2.6	2.9	15,680	12,913	3.9	3.4	32,926	32,219	3.1	3.1	0.0	2.2				
Oldsmobile	31,016	37,118	4.6	5.5	1,743	2,466	0.4	0.7	32,759	39,584	3.0	3.8	-0.7	-17.2				
GMC	—	—	—	—	29,134	24,078	7.2	6.4	29,134	24,078	2.7	2.3	0.4	21.0				
Mazda	18,548	14,818	2.8	2.2	7,598	10,216	1.9	2.7	26,146	25,034	2.4	2.4	0.0	4.4				
Jeep	—	—	—	—	24,424	14,734	6.1	3.9	24,424	14,734	2.3	1.4	0.9	65.8				
Cadillac	17,549	18,702	2.6	2.8	—	—	—	—	17,549	18,702	1.6	1.8	-0.2	-6.2				
Saturn	15,187	8,080	2.3	1.2	—	—	—	—	15,187	8,080	1.4	0.8	0.6	88.0				
Lincoln	14,157	14,623	2.1	2.2	—	—	—	—	14,157	14,623	1.3	1.4	-0.1	-3.2				
Chrysler	12,248	6,217	1.8	0.9	1,157	453	0.3	0.1	13,405	6,670	1.2	0.6	0.6	101.0				
Mitsubishi	11,030	11,495	1.6	1.7	1,438	2,686	0.4	0.7	12,468	14,181	1.2	1.4	-0.2	-12.1				
Isuzu	433	996	0.1	0.1	9,757	8,341	2.4	2.2	10,190	9,337	0.9	0.9	0.1	9.1				
Acura	9,992	11,597	1.5	1.7	—	—	—	—	9,992	11,597	0.9	1.1	-0.2	-13.8				
Hyundai	9,232	12,014	1.4	1.8	—	—	—	—	9,232	12,014	0.9	1.1	-0.3	-23.2				
Subaru	7,751	10,455	1.2	1.6	—	—	—	—	7,751	10,455	0.7	1.0	-0.3	-25.9				
Lexus	7,304	6,171	1.1	0.9	—	—	—	—	7,304	6,171	0.7	0.6	0.1	18.4				
VW	6,400	7,458	0.9	1.1	276	361	0.1	0.1	6,676	7,819	0.6	0.7	-0.1	-14.6				
BMW	5,883	4,643	0.9	0.7	—	—	—	—	5,883	4,643	0.5	0.4	0.1	26.7				
Eagle	5,037	5,542	0.7	0.8	—	—	—	—	5,037	5,542	0.5	0.5	-0.1	-9.1				
Infiniti	4,852	2,757	0.7	0.4	—	—	—	—	4,852	2,757	0.5	0.3	0.2	76.0				
Mercedes	4,438	5,358	0.7	0.8	—	—	—	—	4,438	5,358	0.4	0.5	-0.1	-17.2				
Volvo	2,926	3,455	0.4	0.5	—	—	—	—	2,926	3,455	0.3	0.3	-0.1	-15.3				
Suzuki	645	591	0.1	0.1	1,738	1,165	0.4	0.3	2,383	1,756	0.2	0.2	0.1	35.7				
Saab	1,981	2,226	0.3	0.3	—	—	—	—	1,981	2,226	0.2	0.2	0.0	-11.0				
Audi	1,575	1,194	0.2	0.2	—	—	—	—	1,575	1,194	0.1	0.1	0.0	31.9				
Jaguar	559	731	0.1	0.1	—	—	—	—	559	731	0.1	0.1	0.0	-23.5				
Porsche	326	343	0.0	0.1	—	—	—	—	326	343	0.0	0.0	0.0	-5.0				
Land Rover	—	—	—	—	286	282	0.1	0.1	286	282	0.0	0.0	0.0	1.4				
Alfa Romeo	69	219	0.0	0.0	—	—	—	—	143	219	0.0	0.0	0.0	-34.7				
Daihatsu	143	497	0.0	0.1	22	157	0.0	0.0	91	654	0.0	0.1	-0.1	-86.1				
Rolls Bentley	25	21	0.0	0.0	—	—	—	—	25	21	0.0	0.0	0.0	19.0				
Peugeot	—	444	—	0.1	—	—	—	—	—	444	0.0	0.0	0.0	-100.0				
Sterling	—	283	—	0.0	—	—	—	—	—	283	0.0	0.0	0.0	—				
Yugo	—	332	—	0.0	—	—	—	—	—	332	0.0	0.0	0.0	—				
Other*	117	117	0.0	0.0	—	—	—	—	117	117	0.0	0.0	0.0	—				
TOTAL	673,834	671,500	100.0	100.0	401,924	375,576	100.0	100.0	1,075,758	1,047,076	100.0	100.0	0.0	2.7				
TOTAL BIG 3	434,341	430,568	64.5	64.1	341,156	315,680	84.9	84.1	775,497	746,248	72.1	71.3	0.8	3.9				
TOTAL JAPAN	205,860	202,066	30.6	30.1	60,206	59,253	15.0	15.8	266,066	261,319	24.7	25.0	-0.2	-1.8				
TOTAL EUROPE	24,401	26,852	3.6	4.0	562	643	0.1	0.2	24,963	27,495	2.3	2.6	-0.3	-9.2				
GM	222,399	232,724	33.0	34.7	135,619	130,728	33.7	34.8	358,018	363,452	33.3	34.7	-1.4	-1.5				
Ford	150,288	133,898	22.3	19.9	121,241	125,117	30.2	33.3	271,529	259,015	25.2	24.7	0.5	4.8				
Chrysler	61,654	63,946	9.1	9.5	84,296	59,835	21.0	15.9	145,950	123,781	13.6	11.8	1.7	17.9				
Toyota/Lexus	60,568	53,741	9.0	8.0	22,227	19,876	5.5	5.3	82,795	73,617	7.7	7.0	0.7	12.5				
Honda/Acura	68,347	69,696	10.1	10.4	—	—	—	—	68,347	69,696	6.4	6.7	-0.3	-1.9				
Nissan/Infiniti	38,469	39,777	5.7	5.9	17,426	16,812	4.3	4.5	55,895	56,589	5.2	5.4	-0.2	-1.2				
VW/Audi	7,975	8,652	1.2	1.3	276	361	0.1	0.1	8,251	9,013	0.8	0.9	-0.1	-8.5				
*Geo	20,838	24,390	3.1	3.6	2,788	2,346	0.7	0.6	23,626	26,736	2.2	2.6	-0.4	-11.6				
Made by Japan**	242,594	243,902	36.0	36.3	62,844	60,693	15.6	16.2	305,438	304,595	28.4	29.1	-0.7	-0.3				

*Includes 1992 estimated sales of 52-Ferrari, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants

*Includes 1992 estimated sales of 52-Ferrari, 27-Lexus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants

TOP VEHICLE SELLERS
MODEL YEAR 1992

Rank	Model	Sales
1	Ford F-series pickup	488,146
2	Chevrolet C/K pickup	447,291
3	Honda Accord	387,881
4	Ford Taurus	347,534
5	Ford Explorer	292,069
6	Toyota Camry	277,792
7	Ford Ranger	244,661
8	Ford Escort	244,231
9	Dodge Caravan	234,792
10	Chevrolet Lumina	219,120
11	Honda Civic	217,832
12	Ford Tempo	213,352
13	Chevrolet Cavalier	212,676
14	Toyota Corolla	206,560
15	Pontiac Grand Am	198,596
16	Plymouth Voyager	195,186
17	Chevrolet S10 pickup	173,947
18	Toyota pickup	171,930
19	Ford Aerostar	159,974
20	GMC Sierra pickup	142,290

Source: Automotive News Data Center

SALES

Trucks are the stars
in slow model year

continued from PAGE 1

Ford's pickup margin increased to 41,000 units, yet Ford Division General Manager Ross Roberts shrugged his shoulders.

"As far as I'm concerned, the model year is history," he said. "It doesn't mean a damn thing."

He can afford to be modest. His division gained nearly a point of car market share and more than a point in trucks en route to a 7.7 percent overall sales increase.

And Ford swamped Chevy by 369,000 units, more than five times its 67,000-unit victory in 1991.

Ford finished No. 2 in another race: for best-selling car. Honda's Accord (387,881) increased sales and defended its title against a charging Ford Taurus. American Honda Motor Co. Inc. also used a late-September spurt to surpass Toyota Motor Sales U.S.A. Inc. at the wire and hang on to third place in corporate car sales.

Toyota remained fourth. But aside from Suzuki, Toyota Motor Sales was the only Japanese firm to boost car-truck sales in the 1992 model year. And for one main reason: Lexus. History will mark 1992 as the first model year that Lexus outsold every European make in the United States — including former kingpin Volkswagen.

Last year, only six makes surpassed their year-ago totals. This year, 13 did. And most of the strength came in trucks.

Trucks accounted for most of Ford Motor Co.'s 6.0 percent increase. Chrysler Corp. lost 71,000 car sales but gained 4.2 percent overall because of trucks. While Chevrolet's C/K line couldn't keep up with Ford's F series, it did gain nearly 24,000 sales. Without trucks, General Motors' overall decline would have been worse than the posted 0.4 percent.

Overall light-truck sales gained 6.7 percent to 4.49 million — or 35.5 percent of the total market.

Despite a 2.7 percent sales gain in September, the entire industry finished below 13 million units for the second straight model year. Before 1991, sales hadn't fallen below that total since 1983.

Car sales fell 2.7 percent for the model year to about 8.2 million, the sixth consecutive yearly decline.

For the entire light-vehicle market, the Big 3 gained 1.1 points of share to 71.6 percent, while Japanese nameplates slipped 0.9 points to 24.6 percent.

Other noteworthy items: ■ The Big 3 owned 85.3 percent of the light-truck market. They gained 2.6 points at the expense of

continued on next page

U.S. CAR AND LIGHT-TRUCK SALES, 9 MONTHS — 1992 vs. 1991

Make	Car Sales		1992 Share		1991 Share		Truck Sales		1992 Share		1991 Share		Car & Truck Totals		% Share of Total		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	Share	Share	Share	1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	904,005	826,704	14.4	13.2	1,059,091	927,405	30.3	29.3	1,963,096	1,754,109	20.1	18.0	2.1	11.9				
Chevrolet/Geo*	792,486	914,200	12.7	14.6	873,975	829,534	25.0	26.2	1,666,461	1,743,734	17.1	17.9	-0.8	-4.4				
Toyota	509,651	507,180	8.1	8.1	196,736	202,024	5.6	6.4	706,387	709,204	7.2	7.3	0.0	-0.4				
Dodge	209,082	247,446	3.3	3.9	411,944	338,742	11.8	10.7	621,026	586,188	6.4	6.0	0.4	5.9				
Honda	489,890	507,286	7.8	8.1	—	—	—	—	489,890	507,286	5.0	5.2	-0.2	-3.4				
Pontiac	407,369	379,217	6.5	6.0	23,530	16,965	0.7	0.5	430,899	396,182	4.4	4.1	0.4	8.8				
Nissan	279,290	293,345	4.5	4.7	124,118	132,264	3.6	4.2	403,408	425,609	4.1	4.4	-0.2	-5.2				
Buick	401,303	415,949	6.4	6.6	—	—	—	—	401,303	415,949	4.1	4.3	-0.2	-3.5				
Oldsmobile	314,077	332,196	5.0	5.3	20,633	23,094	0.6	0.7	334,710	355,290	3.4	3.6	-0.2	-5.8				
Mercury	309,290	285,857	4.9	4.6	3,699	0	0.1	0.0	312,989	285,857	3.2	2.9	0.3	9.5				
Plymouth	138,135	145,584	2.2	2.3	151,641	129,828	4.3	4.1	289,776	275,412	3.0	2.8	0.1	5.2				
Mazda	192,501	176,368	3.1	2.8	70,222	95,973	2.0	3.0	262,723	272,341	2.7	2.8	-0.1	-3.5				
GMC	—	—	—	—	254,900	216,963	7.3	6.9	254,900	216,963	2.6	2.2	0.4	17.5				
Jeep	—	—	—	—	187,136	132,011	5.4	4.2	187,136	132,011	1.9	1.4	0.6	41.8				
Cadillac	155,059	154,823	2.5	2.5	—	—	—	—	155,059	154,823	1.6	1.6	0.0	0.2				
Saturn	144,940	48,938	2.3	0.8	—	—	—	—	144,940	48,938	1.5	0.5	1.0	—				
Mitsubishi	116,356	122,287	1.9	1.9	15,093	22,063	0.4	0.7	131,449	144,350	1.3	1.5	-0.1	-8.9				
Chrysler	103,608	85,965	1.7	1.4	11,490	2,914	0.3	0.1	115,098	88,879	1.2	0.9	0.3	29.5				
Lincoln	114,833	138,136	1.8	2.2	—	—	—	—	114,833	138,136	1.2	1.4	-0.2	-16.9				
Acura	94,676	109,326	1.5	1.7	—	—	—	—	94,676	109,326	1.0	1.1	-0.2	-13.4				
Hyundai	84,226	93,866	1.3	1.5	—	—	—	—	84,226	93,866	0.9	1.0	-0.1	-10.3				
Subaru	80,319	84,338	1.3	1.3	—	—	—	—	80,319	84,338	0.8	0.9	0.0	4.8				
Isuzu	7,184	70,304	0.1	0.2	70,685	75,292	2.0	2.4	77,869	85,596	0.8	0.9	-0.1	-9.0				
Lexus	67,259	47,271	1.1	0.8	—	—	—	—	67,259	47,271	0.7	0.5	0.2	42.3				
VW	60,540	73,727	1.0	1.2	1,034	4,455	0.0	0.1	61,574	78,182	0.6	0.8	-0.2	-21.2				
Volvo	52,007	54,812	0.8	0.9	—	—	—	—	52,007	54,812	0.5	0.6	0.0	-5.1				
BMW	49,203	38,674	0.8	0.6	—	—	—	—	49,203	38,674	0.5	0.4	0.1	27.2				
Mercedes	47,645	43,611	0.8	0.7	—	—	—	—	47,645	43,611	0.5	0.4	0.0	9.2				
Eagle	43,226	45,638	0.7	0.7	—	—	—	—	43,226	45,638	0.4	0.5	0.0	-5.3				
Infiniti	33,654	28,589	0.5	0.5	—	—	—	—	33,654	28,589	0.3	0.3	0.1	17.7				
Saab	20,264	20,720	0.3	0.3	—	—	—	—	20,264	20,720	0.2	0.2	0.0	-2.2				
Suzuki	4,751	4,190	0.1	0.1	14,248	12,728	0.4	0.4	18,999	16,918	0.2	0.2	0.0	12.3				
Audi	10,664	9,040	0.2	0.1	—	—	—	—	10,664	9,040	0.1	0.1	0.0	18.0				
Daihatsu	4,961	4,859	0.1	0.1	2,307	2,236	0.1	0.1	7,268	7,095	0.1	0.1	0.0	2.4				
Jaguar	6,379	7,143	0.1	0.1	—	—	—	—	6,379	7,143	0.1	0.1	0.0	-10.7				
Porsche	3,304	3,493	0.1	0.1	—	—	—	—	3,304	3,493	0.0	0.0	0.0	-5.4				
Land Rover	—	—	—	—	2,472	2,232	0.1	0.1	2,472	2,232	0.0	0.0	0.0	10.8				
Alfa Romeo	2,354	2,891	0.0	0.0	—	—	—	—	2,354	2,891	0.0	0.0	0.0	-18.6				
Yugo	1,412	2,158	0.0	0.0	—	—	—	—	1,412	2,158	0.0	0.0	0.0	-34.6				
Peugeot	335	3,402	0.0	0.1	—	—	—	—	335	3,402	0.0	0.0	0.0	-90.2				
Rolls-Bentley	268	251	0.0	0.0	—	—	—	—	268	251	0.0	0.0	0.0	6.8				
Sterling	—	2,696	—	0.0	—	—	—	—	—	2,696	0.0	0.0	0.0	-100.0				
Other*	1,305	1,305	0.0	0.0	—	—	—	—	1,305	1,305	0.0	0.0	0.0	0.0				
TOTAL	6,257,811	6,273,785	100.0	100.0	3,494,954	3,166,723	100.0	100.0	9,752,765	9,440,508	100.0	100.0	0.0	3.3				
TOTAL BIG 3	4,037,413	4,020,653	64.5	64.1	2,998,039	2,617,456	85.8	82.7	7,035,452	6,638,109	72.1	70.3	1.8	6.0				
TOTAL JAPAN	1,880,492	1,895,343	30.1	30.2	493,409	542,580	14.1	17.1	2,373,901	2,437,923	24.3	25.8	-1.5	-2.6				
TOTAL EUROPE	255,680	363,923	4.1	4.2	3,506	6,687	0.1	0.2	259,186	270,610	2.7	2.9	-0.2	-4.2				
GM	2,215,234	2,245,323	35.4	35.8	1,173,038	1,086,556	33.6	34.3	3,388,272	3,331,879	34.7	35.3	-0.6	1.7				
Ford	1,328,128	1,250,697	21.2	19.9	1,062,790	927,405	30.4	29.3	2,390,918	2,178,102	24.5	23.1	1.4	9.8				
Chrysler	494,051	524,633	7.9	8.4	762,211	603,495	21.8	19.1	1,256,262	1,128,128	12.9	11.9	0.9	11.4				
Toyota/Lexus	756,910	554,451	9.2	8.8	196,736	202,024	5.6	6.4	773,646	756,475	7.9	8.0	-0.1	2.3				
Honda/Acura	584,566	616,612	9.3	9.8	—	—	—	—	584,566	616,612	6.0	6.5	-0.5	-5.2				
Nissan/Infiniti	312,944	321,934	5.0	5.1	124,118	132,264	3.6	4.2	437,062	454,198	4.5	4.6	-0.3	-3.8				
VW/Audi	71,204	82,767	1.1	1.3	1,034	4,455	0.0	0.1	72,238	87,222	0.7	0.9	-0.2	-17.2				
†Geo	198,037	207,659	3.2	3.3	27,104	25,181	0.8	0.8	225,141	232,840	2.3	2.5	-0.2	-3.3				
‡Made by Japan**	2,214,907	2,267,127	35.4	36.1	517,883	562,457	14.8	17.8	2,732,790	2,829,584	28.0	30.0	-2.0	-3.3				

DOMESTIC CAR SALES, SEPTEMBER & YTD

	Sept. 1992	Sept. 1991	9 Mos. 1992	9 Mos. 1991
Summit	712	1,035	5,379	6,327
Talon	2,653	2,549	23,444	23,679
Premier	0	872	2,232	8,768
Vision	629	0	2,224	0
Total Eagle	3,994	4,456	33,279	38,774
Horizon	0	0	0	505
Laser	2,359	2,688	19,929	23,011
Sundance	5,776	6,379	50,057	37,497
Acclaim	7,741	8,205	54,816	71,271
Total Plymouth	15,876	17,272	124,802	132,284
LeBaron A*	2,708	1,924	22,502	13,856
LeBaron J	3,313	1,040	35,510	27,026
Concorde	178	0	178	0
Fifth Avenue	3,671	1,698	28,249	26,795
Imperial	561	624	4,680	7,313
New Yorker	1,817	717	12,389	9,898
Total Chrysler	12,248	6,003	103,608	84,888
Omni	0	0	0	561
Shadow	7,311	7,371	64,785	57,949
Monaco	0	549	910	6,614
Daytona	1,468	953	10,932	10,864
Spirit	7,674	7,463	48,290	60,539
Intrepid	1,693	0	3,068	0
Dynasty	6,450	13,155	58,248	81,061
Viper	13	0	55	0
Total Dodge	24,609	29,491	186,288	217,588
CHRYSLER CORP.	56,727	57,222	447,977	473,534
Escort*	21,147	24,736	226,494	192,512
Mustang	7,577	6,019	66,700	61,432
Tempo	16,401	17,606	166,174	142,279
Taurus	34,244	22,708	272,596	224,721
Thunderbird	5,916	5,533	62,015	56,064
Probe	5,957	5,485	46,931	66,306
Crown Victoria	8,328	6,497	74,461	55,156
Total Ford Division	99,570	88,584	877,756	798,470
Topaz	7,129	3,401	61,906	43,682
Sable	8,491	5,719	88,207	73,265
Cougar	3,759	4,153	40,092	45,400
Grand Marquis	10,118	8,596	75,688	73,752
Total Mercury	29,497	21,869	265,893	236,099
Continental	3,218	5,560	26,582	41,323
Town Car	10,496	8,273	84,120	89,323
Mark VII	443	790	4,131	7,490
Total Lincoln	14,157	14,623	114,833	138,136
Total L-M Division	43,654	38,492	380,726	374,235
FORD MOTOR CO.	143,224	125,076	1,258,482	1,172,705
Roadmaster	3,629	4,813	34,967	28,016
Skylark	6,979	1,913	48,634	50,832
Century*	10,428	11,524	87,212	100,623
Regal	6,579	9,431	72,773	84,274
LeSabre	13,666	9,275	104,592	71,509
Reatta	0	167	95	2,093
Park Avenue	5,300	8,972	44,074	68,177
Riviera	959	815	8,956	10,425
Total Buick	47,540	46,910	401,303	415,949
Allante	106	208	1,690	2,332
Seville	4,980	1,735	30,056	20,471
DeVille	7,834	13,902	93,948	104,346
Brougham	525	1,825	7,568	16,577
Fleetwood	638	0	640	0
Eldorado	3,466	1,032	21,157	11,097
Total Cadillac	17,549	18,702	155,059	154,823
Geo Metro	6,225	8,297	70,082	53,942
Geo Prizm	4,819	8,680	62,478	78,319
Cavalier	14,565	16,720	162,525	209,235
Camaro	4,948	4,760	50,705	40,644
Celebrity	0	1	2	4,079
Corsica-Beretta	8,266	14,615	122,241	174,648
Lumina	17,862	18,338	171,583	170,018
Caprice	4,040	8,567	73,223	94,726
Corvette	1,589	1,269	14,170	13,190
Total Chevrolet	62,314	81,247	727,009	838,801
Calais	52	2,781	3,741	42,716
Achieva	6,633	0	60,299	0
Cutlass Ciera	10,152	12,338	94,221	105,314
Cutlass Supreme	5,320	7,474	63,140	69,519
Eighty Eight	6,220	8,231	55,272	55,556
Custom Cruiser Wagon	300	546	3,863	5,939
Ninety Eight	1,972	5,401	29,212	46,489
Toronado	367	347	4,329	5,658
Total Oldsmobile	31,016	37,118	314,077	332,196
Sunbird	4,854	7,034	54,550	70,441
Firebird	2,067	2,165	18,292	18,926
Grand Am	16,611	5,908	168,770	113,948
Pontiac 6000	0	402	708	20,825
Grand Prix	7,354	7,776	79,405	78,586
Bonneville	7,388	7,074	73,799	47,829
Total Pontiac	38,274	30,359	395,524	350,555
Total Saturn	15,187	8,080	144,940	48,938
GENERAL MOTORS	211,880	222,416	2,137,912	2,141,262
Civic	12,400	17,800	110,403	123,616
Accord	32,947	26,829	255,433	252,542
HONDA	45,347	44,629	365,836	376,158
MX-6	1,979	703	19,650	18,632
626	4,262	3,945	38,462	45,991
MAZDA	6,241	4,648	58,112	64,623
Eclipse	3,658	3,227	44,045	39,835
Mirage	714	1,057	9,075	15,363
MITSUBISHI	4,372	4,284	53,120	55,198
Sentra	9,500	8,381	93,237	88,874
Altima	3,890	0	3,890	0
NISSAN	13,390	8,381	97,127	88,874
Corolla	6,409	11,002	109,438	102,261
Camry	18,483	8,265	158,441	149,769
TOYOTA	24,892	19,267	267,879	252,030
SUBARU Legacy	4,030	6,010	40,184	40,207
SUZUKI Swift	0	64	110	592
DOMESTIC TOTAL	510,103	491,997	4,726,739	4,665,183
IMPORT TOTAL	163,731	179,503	1,531,072	1,608,602
INDUSTRY TOTAL	673,834	671,500	6,257,811	6,273,785

*Includes units produced in Mexico.

Source: Automotive News Data Center

continued from previous page

Japanese badges, which were hurt by price hikes and intense political pressure.

Big 3 truck sales grew by nearly 348,000 units. Chrysler set a mini-sales record.

■ Thanks to Toyota Motor Sales, Japanese makers gained share in a shrinking car market. Japanese-badged cars had 30.6 percent share, up eight-tenths of a percent-

age point.

■ Ford Division outsold Chevrolet to lead in both cars and trucks. In the 1991 model year, Chevrolet sold more cars than Ford. But Chevrolet lost 1.5 points of market share in 1992 on a decline of 147,079 sales.

As in 1991, Ford sold five of the Top 10 vehicles. The Explorer's 19.9 percent sales increase enabled it to jump from ninth place to fifth

in the standings.

But this year, Ford's Roberts downplayed the Ford-Chevy rivalry.

"That's a short-term deal," he said. "I think they're going to come back and do well." Chevrolet is looking forward to a wave of new products in the next couple years.

Chevrolet had an off year, even though the Lumina climbed among the Top 10 sellers. Buick slipped slightly, and so did Cadillac, despite strength from the Eldorado and Seville. Oldsmobile was down again. GMC Trucks posted an 11.6-percent improvement.

Chrysler Corp. was aided by a 32.2 percent jump in Jeep sales, paced by the all-new Grand Cherokee. **AS**

Staff Reporters Kristine Steven Brees in Los Angeles and Mary Connelly, Phil Frame and Kathy Jackson in Detroit contributed to this report.

TOP TEN VEHICLE SELLERS, SEPTEMBER 1992

	Sales
1. Ford F-series pickup	49,662
2. Chevrolet C/K pickup	43,911
3. Honda Accord	36,033
4. Ford Taurus	34,244
5. Toyota Camry	25,038
6. Ford Explorer	24,117
7. Ford Escort	21,147
8. Honda Civic	19,105
9. Dodge Caravan	19,028
10. Chevrolet Lumina	17,862

Source: Automotive News Data Center

Sept.'s vehicle sales echo '92 trends

JIM HENRY

Staff Reporter

Car and truck sales rose 2.7 percent to 1,075,758 units in September, the last month of the 1992 model year.

And true to form for the year, car sales limped ahead 0.3 percent over September 1991 levels, while light trucks sprinted 7.0 percent.

On a seasonally adjusted basis, cars and trucks sold at an annual rate of 12.5 million. That's an improvement over August but well below the year's peak of 14.0 million in June.

For the Big 3, September echoed trends for the model year.

Chrysler Corp. sales jumped 17.9 percent, thanks largely to a 40.8 percent leap in light trucks.

Sales more than doubled for the Chrysler Division, while Jeep climbed 65.8 percent.

Ford Motor Co. improved 4.8 percent for the month, with Mercury up 30.6 percent.

Mercury sales included 1,942 units of the new Villager minivans. General Motors dropped 1.5 percent in September to 358,018 units.

But Pontiac was 18.4 percent above the year-ago month, and GMC Truck soared 21.0 percent.

Honda and Acura cars outsold Toyota and Lexus cars by 7,779 units in September, allowing American Honda Motor Co. Inc. to retain third place in model year car sales.

But American Honda declined 1.9 percent for the month to 68,568 units, while Toyota Motor Sales U.S.A. Inc. improved 12.5 percent to 82,795 cars and trucks. **AS**

LIGHT-TRUCK SALES, SEPTEMBER & YTD

	Sept. 1992	Sept. 1991	9 Mos. 1992	9 Mos. 1991
Town & Country.....	1,157	453	11,490	2,914
Total Chrysler.....	1,157	453	11,490	2,914
Vans.....	4,127	2,524	43,064	34,407
Ram Wagon.....	876	831	15,109	13,729
Caravan.....	19,028	15,994	182,013	155,140
Caravan C/V.....	390	350	5,822	7,120
Ram 50 (imported)	604	320	3,951	3,171
Ramcharger.....	276	343	3,069	4,417
Dakota.....	12,027	5,611	98,502	59,255
Pickups.....	5,707	5,762	60,414	61,503
Total Dodge.....	43,935	31,735	411,944	338,742
Voyager.....	15,680	12,913	151,641	129,828
Total Plymouth.....	15,680	12,913	151,641	129,828
Wrangler.....	3,595	3,726	38,759	36,438
Cherokee.....	9,795	9,990	98,150	87,287
Grand Cherokee†.....	10,873	447	47,416	3,173
Comanche.....	161	571	2,811	5,111
Total Jeep.....	24,424	14,734	187,136	132,011
CHRYSLER CORP.....	84,296	59,835	762,211	603,495
Vans.....	13,149	8,416	99,281	79,821
Aerostar.....	11,416	11,669	126,961	114,360
Club Wagon.....	2,302	738	26,287	15,109
Ranger.....	16,533	18,620	196,077	184,919
Bronco.....	2,120	2,050	18,695	19,251
Explorer.....	24,117	20,110	227,333	185,323
Pickups.....	49,662	63,514	364,457	328,622
Total Ford Division.....	119,299	125,117	1,059,091	927,405
Villager.....	1,942	0	3,699	0
Total Mercury.....	1,942	0	3,699	0
FORD MOTOR CO.....	121,241	125,117	1,062,790	927,405
Vans.....	7,605	6,399	67,517	63,101
Sportsvan.....	404	307	5,581	6,470
Geo Tracker (domestic).....	2,788	2,344	27,102	25,156
Geo Tracker (imported).....	0	2	2	25
Astro.....	7,814	6,456	88,920	80,725
Lumina APV.....	2,997	4,668	34,212	38,050
S10.....	15,932	16,716	147,480	160,845
S10 Blazer.....	13,493	10,541	109,350	93,758
Blazer.....	1,983	767	13,751	8,149
Suburban.....	5,279	3,360	36,773	30,829
Pickups.....	43,911	50,807	343,287	322,426
Total Chevrolet.....	102,206	102,367	873,975	829,534
Vans.....	3,218	2,413	27,037	24,932
Safari.....	2,594	2,595	29,860	25,971
S15/Sonoma.....	3,764	3,506	36,769	34,573
S15 Jimmy.....	3,613	2,321	29,103	22,234
Yukon/Jimmy.....	670	164	3,965	2,061
Suburban.....	2,314	1,626	14,876	13,226
Pickups.....	12,564	11,211	110,005	91,131
P Model.....	197	115	1,512	1,845
W4.....	200	127	1,773	990
Total GMC.....	29,134	24,078	254,900	216,963
Silhouette.....	981	1,307	11,691	14,714
Bravada.....	762	1,159	8,942	8,380
Total Oldsmobile.....	1,743	2,466	20,633	23,094
Trans Sport.....	2,536	1,817	23,530	16,965
Total Pontiac.....	2,536	1,817	23,530	16,965
GENERAL MOTORS.....	135,619	130,728	1,173,038	1,086,556
DAIHATSU Rocky.....	22	157	2,307	2,236
Pickup (domestic).....	2,741	1,756	18,123	13,791
Pickup (imported).....	325	869	5,526	14,697
Amigo.....	789	668	6,807	6,234
Trooper.....	1,195	3,475	8,375	22,842
Rodeo (domestic).....	4,707	1,573	31,854	17,728
ISUZU.....	9,757	8,341	70,685	75,292
LAND ROVER.....	286	282	2,472	2,232
Pickup.....	4,179	5,742	37,574	47,474
MPV.....	2,665	3,248	28,067	40,024
Navajo (domestic).....	754	1,226	6,581	8,475
MAZDA.....	7,598	10,216	70,222	95,973
Pickup.....	870	1,913	10,062	14,882
Montero.....	568	773	5,029	7,123
Van.....	0	0	2	58
MITSUBISHI.....	1,438	2,686	15,093	22,063
Pickup (domestic).....	12,000	13,182	95,595	102,172
Pathfinder.....	3,998	3,623	24,484	28,982
Quest.....	1,358	0	2,019	0
Axcess.....	0	6	0	319
Van.....	0	1	0	6
Hawaii.....	70	0	2,020	785
NISSAN.....	17,426	16,812	124,118	132,284
Samurai.....	251	308	2,683	3,715
Sidekick (domestic).....	364	252	3,908	2,680
Sidekick (imported).....	1,123	605	7,657	6,333
SUZUKI.....	1,738	1,165	14,248	12,728
Pickup (domestic).....	7,789	0	41,727	0
Pickup (imported).....	7,801	11,976	89,821	122,590
Previa.....	2,283	3,389	31,166	39,824
4Runner.....	3,704	3,880	28,514	33,418
Land Cruiser.....	650	631	5,506	6,192
TOYOTA.....	22,227	19,876	196,736	202,024
VW Eurovan/Vanagon.....	276	361	1,634	4,485
DOMESTIC TOTAL.....	368,907	333,347	3,191,874	2,759,106
IMPORT TOTAL.....	33,617	42,229	363,088	487,617
INDUSTRY TOTAL.....	401,924	375,576	3,494,954	3,166,723
† 1991 figures include Jeep Grand Wagoneer				
Sales charts compiled by Karen Delkowsky				
Source: Automotive News Data Center				

PRICES

Japanese '93 hike is double Big 3's

continued from PAGE 1

prices last spring, the yen was trading at about 131 to the dollar. In mid-September, during the 1993-intro price-hike season, it was 124. It dropped to 119.75 last Monday and was 121.95 last Thursday.

The Japanese importers will resist another price hike as long as they can. George Borst, vice president of strategic and product planning for Toyota Motor Sales U.S.A. Inc., told a Detroit news conference last month, "I'd like to see this as the only increase for 1993. We'll adjust as conditions adjust, but Toyota is not planning any mid-year increase at this time."

This intro season brought a considerable change in the importers' public approach to the currency situation. None of the Japanese importers mentioned the yen-dollar relationship in the press releases announcing their price hikes.

In the past, currency fluctuation often has been the hook on which they hung their price hikes.

Also conspicuously absent was any mention of higher marketing costs (incentives) or higher manufacturing expenses.

The latest Japanese increases may steer more customers toward Big 3 showrooms, but the spring round did not bring that result. In the first three months of this year — before the price hikes played a role — the nine Japanese makes had 29.3 percent of the U.S. car market. For the first nine months, they had 29.8 percent.

Conversely, the Big 3 share of

the car market dropped from 64.9 percent on March 31 to 64.5 percent on Sept. 30.

The 1993-intro boosts for the Japanese ranged from 1.4 percent for Nissan and 1.5 percent for Subaru to 2.9 percent for Mazda and Lexus. Acura, Infiniti, Toyota and Honda were clustered at 2.5 to 2.7 percent. Those percentages are based on comparably equipped 1993 and 1992 models. As noted, the average hike was 2.7 percent.

On the domestic side, Ford Motor Co.'s announcement that it hiked prices only three-tenths of 1 percent on comparably equipped models played a big role in limiting the overall Big 3 increase to 1.3 percent.

Chrysler reported a hike of 2.4 percent, and General Motors' was 1.7 percent.

Japan's move upmarket also has affected the amount of its price hikes.

It's pretty hard to find a basic-transportation auto in the lineup of a major Japanese player these days. Lexus, Infiniti and Acura have broadened the Japanese spectrum, and the Toyota Corolla and Camry and the Honda Civic and Accord are no longer the plain, inexpensive econoboxes they were in their early days in the United States.

It's the good old American way. The higher the price of the car, the higher the increase on that car.

And from a dollar standpoint, a 3 percent hike on a \$40,000 Lexus carries a lot more weight than a 3 percent hike on a \$7,000 Toyota Tercel.

Last spring's price boosts on Japanese cars were politically motivated, although only one leader of

a Japanese firm said so publicly. That was Richard Recchia, executive vice president of Mitsubishi Motor Sales of America Inc., who said "it would be naive to think that politics didn't have some part in it."

U.S.-Japanese trade friction was at a peak last winter, and the price hike was viewed as a way to ease the tension by making U.S. cars more competitive.

From a dollars and cents standpoint, it also was a way to shore up the Japanese firms' flagging profits in this country during a severe recession at home.

The profit crunch still exists on both sides of the ocean, and the 1993 increases for both the Big 3 and the Japanese are efforts to ease the pain.

In all cases, the comparisons in this article are sales-weighted, and in every case but one, they are based on comparably equipped models. That means year-to-year (or period-to-period) equipment adjustments are factored into the price increases.

The lone exception is the 1993 intro hike for Mitsubishi. Mitsubishi Motor Sales of America has not provided an average increase, either percentage or dollars, for comparably equipped 1993 models.

Sales weighting means that the increase on each line of vehicles is weighted in accordance with that line's share of a company's overall sales.

For example, if the increase on a specific line averages \$200 and that line accounts for 10 percent of sales, the \$200 hike would be \$20 for the company's full complement of vehicles. **AN**

Chrysler keeps preliminary '93 car prices; some trucks up

JOSEPH BOHN

Staff Reporter

Chrysler Corp. last week finalized 1993 car prices without any change in the base-model figures, optional equipment or destination charges from preliminary prices first issued in July.

Dealers solidly backed the move, saying it enabled them to get off to a faster start on selling 1993s. In recent years, dealers have had to wait until as long as November for their final prices.

Chrysler also is guaranteeing incentives for up to nine months on some models.

While car prices didn't change from July, full-sized Club Cab pickups went up by \$200; two-wheel-drive Dakotas increased \$212; and four-wheel-drive Dakotas went up \$350.

Prices on Chrysler's imported Mitsubishi Motors Corp. vehicles, which didn't have any tentative increases in July, also increased between \$58 and \$987 from their final 1992 level.

Two of the Plymouth Colt Vista and Eagle Summit wagons went up \$58 and \$70, respectively, but the four versions of the Dodge Stealth jumped \$666 to \$987.

In the Dodge/Plymouth Colt and Eagle Summit lines, a notchback two-door has replaced last year's hatchback. The base 1993 model is up \$232 and the high-line choice is up \$302.

New to the Colt lineup are four-door sedans priced at \$9,448 for the base trim and \$10,423 for the GL. The Summit four-door models are the same price as the Colts. Compared with 1992 models, the

The latest incentives > 42

Summit DL increased \$180 and the ES is up \$126.

New rebates on 1993 models, running from Oct. 1 to June 30, include: \$1,500 for the Chrysler LeBaron coupe and the gas engine D- and W-series Ram pickups; \$1,250, Chrysler Imperial and Fifth Avenue; \$1,000, Dodge Daytona; \$1,000, Dodge Ram Wagon, Ram Van and conversions built on van chassis; and \$750, Chrysler New Yorker Salon.

Frank Galeana, owner of Van Dyke Dodge in Warren, Mich., and chairman of the Dodge National Dealer Council, said dealers were able to hit the ground running and start delivering 1993 models sooner as a result of getting firm prices earlier.

Dealers have been getting price protection on any sold orders they wrote since July. This year, for the first time, Monroney stickers and invoices on early 1993s didn't carry the "tentative" designation they usually do.

"In all my years at Chrysler we haven't had a program like that before. It really allows dealers to plan along with the company," Galeana said.

But Tom Szott, owner of Taylor Jeep-Eagle in Taylor, Mich., said Jeep dealers had hoped for more of a price reduction in the Jeep Cherokee Sport and Country models.

Szott said that with an extra \$1,000 reduction in the price of these models, dealers could carve out a bigger market niche. **AN**

PRELIMINARY U.S. CAR AND LIGHT-TRUCK SALES, MODEL YEAR - 1992 vs. 1991

(ranked by car and light-truck total sales)

Make	Car Sales		1992 Share		1991 Share		Truck Sales		1992 Share		1991 Share		Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991	Share	Share	1992	1991	Share	Share	1992	Share	1992	Share	1992	1991	1992	1991	Sales (Points)	(Percent)
Ford	1,158,591	1,116,275	14.1	13.3	1,362,987	1,224,487	30.4	29.1	2,521,578	2,340,762	19.9	18.6	1.3	7.7				
Chevrolet/Geo	1,039,709	1,186,788	12.7	14.2	1,112,711	1,086,758	24.8	25.8	2,152,420	2,273,546	16.9	18.1	-1.1	-5.3				
Toyota	673,286	676,756	8.2	8.1	263,171	269,608	5.9	6.4	936,457	946,364	7.4	7.5	-0.1	-1.0				
Dodge	286,231	348,285	3.5	4.2	521,971	476,885	11.6	11.3	808,202	825,170	6.4	6.6	-0.2	-2.1				
Honda	642,263	676,783	7.8	8.1	—	—	—	—	642,263	676,783	5.1	5.4	-0.3	-5.1				
Pontiac	517,964	515,089	6.3	6.1	30,247	22,879	0.7	0.5	548,211	537,968	4.3	4.3	0.0	1.9				
Buick	529,679	544,277	6.4	6.5	—	—	—	—	529,679	544,277	4.2	4.3	-0.2	-2.7				
Nissan	383,443	385,336	4.4	4.6	162,816	169,718	3.6	4.0	526,259	555,054	4.1	4.4	-0.3	-5.2				
Oldsmobile	408,187	447,360	5.0	5.3	29,357	29,382	0.7	0.7	437,544	476,742	3.4	3.8	-0.3	-8.2				
Mercury	399,492	372,113	4.9	4.4	3,659	—	0.1	0.0	403,191	372,113	3.2	3.0	0.2	8.4				
Plymouth	184,744	211,707	2.2	2.5	195,186	169,123	4.3	4.0	379,930	380,830	3.0	3.0	0.0	-0.2				
Mazda	237,776	222,926	2.9	2.7	96,218	123,733	2.1	2.9	333,994	346,659	2.6	2.8	-0.1	-3.7				
GMC	—	—	—	—	324,360	290,621	7.2	6.9	324,360	290,621	2.6	2.3	0.2	11.6				
Jeep	—	—	—	—	232,900	176,208	5.2	4.2	232,900	176,208	1.8	1.4	0.4	32.2				
Cadillac	213,524	218,429	2.6	2.6	—	—	—	—	213,524	218,429	1.7	1.7	-0.1	-2.2				
Mitsubishi	155,948	152,021	1.9	1.8	21,952	32,422	0.5	0.8	177,900	184,443	1.4	1.5	-0.1	-3.5				
Saturn	170,495	50,819	2.1	0.6	—	—	—	—	170,495	50,819	1.3	0.4	0.9	235.5				
Chrysler	144,026	125,385	1.8	1.5	14,172	3,598	0.3	0.1	158,198	128,983	1.2	1.0	0.2	22.7				
Lincoln	155,398	194,238	1.9	2.3	—	—	—	—	155,398	194,238	1.2	1.5	-0.3	-20.0				
Acura	129,058	138,759	1.6	1.7	—	—	—	—	129,058	138,759	1.0	1.1	-0.1	-7.0				
Hyundai	107,990	127,588	1.3	1.5	—	—	—	—	107,990	127,588	0.9	1.0	-0.2	-15.4				
Subaru	101,032	109,647	1.2	1.3	—	—	—	—	101,032	109,647	0.8	0.9	-0.1	-7.9				
Isuzu	10,181	21,171	0.1	0.3	90,521	103,088	2.0	2.5	100,702	124,239	0.8	1.0	-0.2	-18.9				
Lexus	91,194	65,391	1.1	0.8	—	—	—	—	91,194	65,391	0.7	0.5	0.2	39.5				
VW	78,476	100,379	1.0	1.2	1,619	5,627	0.0	0.1	80,095	106,006	0.6	0.8	-0.2	-24.4				
Volvo	64,892	71,100	0.8	0.8	—	—	—	—	64,892	71,100	0.5	0.6	-0.1	-8.7				
BMW	63,871	55,736	0.8	0.7	—	—	—	—	63,871	55,736	0.5	0.4	0.1	14.6				
Daihatsu	60,490	6,788	0.7	0.1	2,832	2,893	0.1	0.1	63,321	9,661	0.5	0.1	0.4	555.5				
Mercedes	62,902	66,158	0.8	0.8	—	—	—	—	62,902	66,158	0.5	0.5	0.0	-4.9				
Eagle	56,935	58,385	0.7	0.7	—	—	—	—	56,935	58,385	0.4	0.5	0.0	-2.5				
Infiniti	39,945	37,194	0.5	0.4	—	—	—	—	39,945	37,194	0.3	0.3	0.0	7.4				
Saab	25,645	26,445	0.3	0.3	—	—	—	—	25,645	26,445	0.2	0.2	0.0	-3.0				
Suzuki	6,091	5,671	0.1	0.1	17,386	15,742	0.4	0.4	23,477	21,413	0.2	0.2	0.0	9.6				
Audi	13,905	13,142	0.2	0.2	—	—	—	—	13,905	13,142	0.1	0.1	0.0	5.8				
Jaguar	8,612	11,780	0.1	0.1	—	—	—	—	8,612	11,780	0.1	0.1	0.0	-26.9				
Porsche	4,211	5,544	0.1	0.1	—	—	—	—	4,211	5,544	0.0	0.0	0.0	-24.0				
Land Rover	—	—	—	—	3,549	3,460	0.1	0.1	3,549	3,460	0.0	0.0	0.0	2.6				
Alfa Romeo	2,941	3,756	0.0	0.0	—	—	—	—	2,941	3,756	0.0	0.0	0.0	-21.7				
Yugo	2,346	3,418	—	—	—	—	—	—	2,346	3,418	0.0	0.0	0.0	—				
Peugeot	647	4,211	0.0	0.1	—	—	—	—	647	4,211	0.0	0.0	0.0	-84.6				
Rolls/Bentley	294	844	0.0	0.0	—	—	—	—	294	844	0.0	0.0	0.0	-65.2				
Sterling	103	3,519	—	—	—	—	—	—	103	3,519	0.0	0.0	0.0	—				
Other*	1,584	1,584	0.0	0.0	—	—	—	—	1,584	1,584	0.0	0.0	0.0	0.0				
TOTAL	8,214,266	8,382,933	100.0	100.0	4,487,654	4,206,212	100.0	100.0	12,701,920	12,589,145	100.0	100.0	0.0	0.9				
TOTAL BIG 3	5,264,295	5,389,150	64.1	64.3	3,827,590	3,479,941	85.3	82.7	9,092,585	8,869,091	71.6	70.5	1.1	2.5				
TOTAL JAPAN	2,510,716	2,498,423	30.6	29.8	854,896	717,184	14.6	17.1	3,365,612	3,215,607	24.9	25.5	-0.6	-1.8				
TOTAL EUROPE	330,585	367,772	4.0	4.4	5,168	9,087	0.1	0.2	335,753	376,859	2.6	3.0	-0.4	-10.9				
GM	2,879,558	2,962,762	35.1	35.3	1,496,675	1,429,640	33.4	34.0	4,376,233	4,392,402	34.5	34.9	-0.4	-0.4				
Ford	1,713,481	1,682,626	20.9	20.1	1,366,686	1,224,487	30.5	29.1	3,080,167	2,907,113	24.2	23.1	1.2	6.0				
Chrysler	671,936	743,762	8.2	8.9	964,229	825,814	21.5	19.6	1,636,165	1,589,576	12.9	12.5	0.4	4.2				
Toyota/Lexus	764,480	742,147	9.3	8.9	263,171	269,608	5.9	6.4	1,027,651	1,011,755	8.1	8.0	0.1	1.6				
Honda/Acura	771,321	815,542	9.4	9.7	—	—	—	—	771,321	815,542	6.1	6.5	-0.4	-5.4				
Nissan/Infiniti	403,388	422,530	4.9	5.0	162,816	169,718	3.6	4.0	566,204	592,246	4.5	4.7	-0.2	-4.4				
VW/Audi	92,381	113,521	1.1	1.4	1,619	5,627	0.0	0.1	94,000	119,148	0.7	0.9	-0.2	-21.1				
†Geo	256,377	276,516	3.1	3.3	32,625	33,143	0.7	0.8	289,002	309,659	2.3	2.5	-0.2	-6.7				
Made by Japan**	2,939,249	2,981,046	35.8	35.6	692,972	756,224	15.4	18.0	3,632,221	3,737,270	28.6	29.7	-1.1	-2.8				

*Includes 1992 estimated sales of 900-Ferrari, 324-Lexus, 240-Mercedes, 156-Lamborghini, and 90-Aston Martin.

**Includes vehicles sold by Buick but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Buick plants.

*Includes 1992 estimated sales of 990-Ferrari, 324-Lexus, 240-Maserati, 156-Lamborghini, and 90-Asian Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

OLDS

Dealers to help select ad agency

continued from PAGE 1

three standing advisory dealer committees at Oldsmobile. Members change periodically but not on a regularly scheduled basis.

The committee has not met since Rock came to Oldsmobile in April. The structure of the structure and its membership for the 1993 model year are likely to be decided during the dealer council's semiannual meeting, which is scheduled for Oct. 19 in Detroit.

The decision to allow dealers to help select the agency that will shape the division's message in the 1990s comes after at least two years of dealer criticism of Leo Burnett.

Both local and national

Four importers update rebates

JENNIFER HEIL
Special Correspondent

Four imports have updated their incentive programs in an effort to boost fourth-quarter business. Mazda has announced customer incentives for some 1992 and 1993 models.

The car incentives range from \$700 for the 1993 Protege to \$1,400 for the 1992 MX-6 and expire either Nov. 3 or Jan. 5.

Customer incentives for 1992 Mazda trucks range from \$500 to \$1,700.

Rebates for 1993 pickups range from \$400 to \$1,700. The truck payments vary by model and region and expire Jan. 5.

Rebates for Suzuki dealers ex-

incentive

WATCH

pire Dec. 2. They range from \$500 to \$1,000 on 1992 Swift and Sidekick models and \$300 to \$500 on 1993 Swifts and Sidekicks.

Isuzu's fourth-quarter regional dealer incentive program offers both fixed and stair-step rebates. The program expires Dec. 31.

For all regions, Isuzu offers a rebate of \$1,500 on 1992 Impulse models and \$2,500 on 1991 Impulses. Incentives on 1993, 1992 and 1991 Stylus models range from \$300 to \$1,000 for all regions.

The program includes a nationwide \$400 rebate for the 1991, 1992 and 1993 Isuzu Rodeo 4x2. The payment is \$800 to \$1,400 on the 1991, 1992 and 1993 Rodeo 4x4, depending on the number of units

sold during the program. Incentives for Isuzu pickups vary by region and the number of units sold.

Mitsubishi's dealer incentive program includes rebates and terms that vary by region. There is a rebate of 7 to 9 percent of the sticker price for 1991 and 1992 Eclipse models. The 1991 and 1992 Eclipse Turbo carry a \$500 bonus. The rebate for 1993 Eclipses ranges from 4 to 7 percent of the sticker price.

The 1991 and 1992 Galant rebates range from zero to \$3,000. The 1993 Galant has a rebate range of zero to \$1,750. The rebates for 1992 Mitsubishi trucks range from zero to \$1,800.

In Mitsubishi's regional programs, leased models and sales of 1993 trucks do not carry a rebate, but they are included in the number of units required to meet the sales bogey. **AS**

Mazda begins kit assembly of autos in Vietnam

RICHARD JOHNSON

Staff Reporter

TOKYO — Mazda Motor Corp. has become the first Japanese carmaker to launch auto assembly in Vietnam, which is widely regarded here as Asia's most important undeveloped market.

Mazda has begun semi-knock-down kit assembly of the 32/Familia and Cronos/626 at Hanoi-based Vietnam Motor Corp., according to a company spokesman.

Initially, assembly of 300 to 500 passenger cars per year is expected, with all units sold in Vietnam. So far Mazda has sent about

100 units to the Hanoi plant, the spokesman said.

Vietnam Motor is a joint venture between the Vietnamese government and Columbia Motor, a Philippine carmaker. The Mazda official said the company has signed a memorandum of understanding with Vietnam Motor, but plans no equity stake.

Vietnam Motor reportedly also is in negotiations with Daihatsu Motor Co. about production in Hanoi.

"We are expecting growth in sales in Vietnam," said the Mazda official. "They are making an effort to improve the infrastructure, which must come first."

A delegation of Vietnamese officials came to the Beijing Auto Show in June to court foreign vehicle and component manufacturers and promote the country's first international auto industry exhibition next April in Hanoi.

Prior to this year, the Vietnamese auto industry consisted mainly of reconditioning factories and a few components makers. But two joint ventures with foreign manufacturers began operations this year: Vietnam Motor and Mekong Co.

Mekong Co. earlier this year began assembling vehicles in Binh Chanh on the outskirts of Ho Chi Minh City. The plant assembles Jeep-like Mekong-Star four-wheel-drive vehicles, based on sport-utility kits from Korea's Ssangyong Motor Co. It also assembles commercial trucks.

Vietnam banned the import of passenger cars in April 1991, but has since dropped that policy.

The tariff rate for passenger cars is 100 percent. Through the first seven months of 1992, Japan exported 1,144 cars to Vietnam.

The entire country has a fleet of 118,675 motor vehicles, according to Vietnam's Ministry of Transport and Communications, including 60,321 trucks, 11,815 passenger buses and 20,485 cars.

The U.S. trade embargo with Vietnam prevents American companies from doing business in the country. However, the ban is widely expected to be removed within a year. **AS**

Chinese firm has stock listing

Brilliance China Automotive Holdings Ltd. last Friday became the first company with an interest in a Chinese enterprise to be listed on the New York Stock Exchange.

Brilliance China's initial public offering is 5 million shares of common stock at \$16 per share. The stock will be traded under the symbol "CBA." Underwriters for the offering are The First Boston Corp., Merrill Lynch & Co. and Salomon Brothers Inc.

Brilliance China owns 51 percent of Shenyang JinBei Passenger Vehicle Manufacturing Co., a joint venture with Toyota Motor Co. that is China's leading builder of minibuses. Proceeds from the stock sale will be used to buy more production equipment, build warehouses and plants, and upgrade technical capabilities.

— Phil Frame

INCENTIVE WATCH—DEALER INCENTIVES

NEW PROGRAMS

ISUZU (expires Dec. 31)

Stylus (1991-93)	\$300-600
Impulse (1991-92)	\$1,500-2,500
Pickups 2.6-liter, short bed (1991-93, Calif. only)	\$500-1,750 based on number sold
Pickups 2.3-liter (1991-93, 49 states)	\$900-1,500 based on number sold
Other pickups (1991-93, 49 states)	\$600
Rodeo 4x2 (1991-93)	\$400
Rodeo 4x4 (1991-93)	\$800-1,400 based on number sold
Rodeo 4x4 LS 3.2-liter (1991-93, Calif. only)	\$800-1,900 based on number sold

MITSUBISHI (Expires Dec. 31. Rebates and terms vary by regions.)

Eclipse (1991-92)	7%-9% of sticker
Eclipse Turbo (1991-92)	\$500 extra
Eclipse (1993)	4%-7% of sticker
Galant (1991-92)	0-\$3,000
Galant (1993)	0-\$1,750
Pickup (1991-92)	0-\$1,800

SUZUKI (Expires Dec. 2)

Swift (1992)	\$500-1,000
Swift (1993)	\$300-500
Sidekick (1992)	\$700-1,000
Sidekick (1993)	\$300-500

Rebates differ by model.

CONTINUING PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	\$2,500
Legend coupe	\$1,000

CADILLAC (1992 models; expires Oct. 31)

DeVille, Fleetwood, Eldorado, Seville	\$1,500
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CHEVROLET (expires Jan. 24)

Corvette (1992-93)	\$1,000
Geo Prizm (1992)	\$1,500

LOTUS (1991 models; no expiration date)

Elan	\$5,000
Esprit Turbo	\$11,000-15,000

OLDSMOBILE (1992 models; expires Jan. 24)

Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	\$1,000
Eighty Eight, Silhouette	\$750

SUBARU (1992 models; expires Nov. 3)

Legacy (invoiced before Feb. 4)	\$500-2,500
Legacy (invoiced after Feb. 3)	\$1,000-3,000
SVX	\$2,000
Loyale and wagon	\$800

TOYOTA (expires Nov. 3; all rebates are based on dealer's performance against quota)

Tercel (1992)	\$100-500
Celica, Corolla (1992)	\$400-800
Compact pickups:	
Base 1992	\$800-1,200
Other 1992	\$300-700
Base 1993	\$600-1,000
Other 1993	\$100-500

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

MAZDA

Protege (1993, expires Jan. 5)	\$700
MX-6 (1992, expires Nov. 3)	\$1,400
626 (1992, expires Nov. 3)	\$1,200
Protege and MPV (1992, expires Jan. 5)	\$1,000
Pickup trucks (regional, 1993, expires Jan. 5)	\$400-1,700
Pickup trucks (regional, 1992, expires Jan. 5)	\$500-1,700

CONTINUING PROGRAMS

CHRYSLER CORP.

1993 models
Expires Dec. 31 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.

Chrysler LeBaron

coupe (expires June 30)	\$1,500
Imperial, New Yorker Fifth Ave. (both expire June 30)	\$1,250
N.Y. Salon (expires June 30)	\$750
LeBaron sedan	\$750
LeBaron conv.	\$700

Dodge Daytona

(expires June 30)	\$1,000
Dynasty, Spirit Shadow	\$750
	\$500

Dodge Ramcharger

Ram pickup (gas; expires June 30)	\$1,500
Ram wagon (expires June 30)	\$1,000

Dakota, Ram 50

Ram diesel pickup (excludes Club Cab)	\$500
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Eagle Talon

	\$700
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Jeep Wrangler

Cherokee (excludes Calif., Hawaii)	\$500
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Plymouth Acclaim

Laser	\$750
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Sundance

	\$500
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Minivans (excludes Calif., Hawaii)

Caravan, Voyager (short and long wheelbase)	\$500
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1992 models

Expires Dec. 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.

Chrysler LeBaron

coupe and conv. Imperial, N.Y. Fifth Ave. N.Y. Salon, LeBaron sedan	\$1,500
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Dodge Shadow conv., Monaco

	\$1,500
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Other Shadow, Daytona, Spirit, Dynasty

	\$1,000
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Colt 3-door (excludes Calif., Hawaii)

	\$700
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Dodge Ramcharger

Ram pickup (gas)	\$1,500
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Ram wagon

	\$1,000
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Dakota, Ram 50 pickup

	\$750
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Ram diesel pickup (excludes Club Cab)

	\$500
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Eagle Talon Turbo, Premier

	\$1,500
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Other Talon, Summit

4-door	\$1,000
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Summit 3-door

(excludes Calif., Hawaii)	\$700
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Summit wagon

(excludes Calif., Hawaii)	\$500
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Jeep Cherokee

Comanche	\$750
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Wrangler

	\$500
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Plymouth Laser Turbo

Sundance, Acclaim, other Laser	\$1,000
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Colt 3-door (excludes Calif., Hawaii)

	\$700
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Vista (excludes Calif., Hawaii)

	\$500
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Minivans (excludes Calif., Hawaii)

Long wheelbase	\$1,000
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Short wheelbase

	\$500
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FORD MOTOR CO.

1993 models

Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.

Ford Crown Victoria

Taurus (regional)	\$500-750
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Tempo, Festiva

	\$500
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Escort (regional)

	\$200-500
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Mustang (regional)

	0-\$500
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Ford Bronco

Econoline RV pkg.	\$1,000
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Aerostar, Econoline

Club Wagon	\$500
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F series (regional)

	0-\$300
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Lincoln Town Car

Continental (no finance option)	\$1,000
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Mercury Grand

Marquis, Capri	\$1,000
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Sable (regional)

	\$500-750
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Topaz

	\$500
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Tracer (regional)

	\$200-500
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1992 models

Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.

Ford Crown Victoria

Probe (regional)	\$2,000
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Thunderbird, Taurus SHO

	\$1,000
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Mustang (regional)

Tempo, Other Taurus (regional)	\$500-1,000
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Festiva

	\$500-750
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Ford Econoline RV

Ranger (regional)	\$500
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Aerostar (regional)

Econoline Club Wagon	\$750-1,000
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F series (regional)

	\$500
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Lincoln Mark VII

Town Car, Continental	\$3,000
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No finance option on Lincoln

Mercury Grand

Marquis, Capri	\$2,000
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Tracer LTS (regional)

Cougar	\$400-1,500
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Other Tracer

Topaz, Sable (regional)	\$400-1,000
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	\$500-750
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GENERAL MOTORS

1993 models

Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.

Buick Riviera, Park Avenue Ultra

	\$750-1,500
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Century, LeSabre, Regal, Roadmaster, Skylark

	\$250-1,000
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Rebates based on option package offered

Chevrolet Caprice, Geo Storm

	\$1,000
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Corsica, Beretta, Lumina

	\$750
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Lumina APV

	\$500
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Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)

	\$1,000
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S10 pickup

	\$750
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Other Sport Van, Tracker, Astro

	\$500
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C/K pickup (reg. cab)

	\$300
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GMC Jimmy (excludes Typhoon), G-Van (with YF7)

	\$1,000
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Sonoma

	\$750
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Other G-Van, Safari

	\$500
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Sierra pickup

	\$300
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Oldsmobile Bravada

	\$1,500
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Silhouette, Eighty Eight

	\$750-1,000
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Ninety

production

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/week
CHRYSLER		
Belvidere, Ill.	10/12	
Chrysler Fifth Avenue		900
Chrysler Imperial		200
Chrysler New Yorker		900
Dodge Dynasty		1,000
Newark, Del.	10/12	
Chrysler LeBaron J		700
Dodge Spirit		1,800
Plymouth Acclaim		1,550
FORD		
Wayne, Mich.	10/12	5,000
Ford Escort		
Lorain, Ohio	10/12	4,500
Ford Econoline		
GENERAL MOTORS		
Janesville, Wis.	10/12	
Chevrolet medium duty		200
GMC medium duty		250
TOTAL U.S. car		
		12,050
TOTAL U.S. truck		
		4,950
Total units lost week of 10/12		
		17,000

Source: Automotive News Data Center

ACID RAIN

Nissan not alone in battling problem

continued from PAGE 3

damaged Escorts built in Edison, N.J. Ford has also had problems at its Atlanta Taurus/Sable plant.

Three years ago, Ford responded with a new system of spraying a temporary acrylic-based coating onto vehicles to protect them during transit.

"There were situations in Atlanta where, if our cars sat on the ground unprotected for even one or two weeks, they would all have to be repainted," said Don Dapierala, a Ford paint operations supervisor in charge of new material development.

This summer at its Lincoln plant in Wixom, Mich., Ford switched to a new paint technology to protect its cars. The system replaces the traditional clearcoat with a "two-component" urethane coating.

General Motors and Chrysler are introducing similar systems in North America. Four of Chrysler's assembly plants now use urethane coatings, and the others are scheduled to switch over next year.

The Saturn plant in Spring Hill, Tenn., was the first GM operation in North America to use an acid-resistant polyurethane clearcoat. That factory is about 30 miles from Nissan's. Saturn engineers say the new system protected its cars from the same conditions that spoiled Nissan's.

GM plans to extend use of the Saturn system.

Meanwhile, Ford is already moving to a new system. Dissatisfied with its two-component chemistry, which requires the expense of mixing ingredients just before application, Ford is experimenting with a single-component coating that it hopes to introduce next year. If it works as planned, the company will switch all factories to the new system.

Carmakers may get some relief from the new Clear Air Act. Next month, new environmental regulations will require a reduction in sulfur dioxide emissions, a chief component of atmospheric acid. But those regulations will be phased in through the end of the decade.

Nissan's count of damaged vehicles includes 9,000 pickups, 4,000 Sentras and 1,300 Altimas. The rest have been imported models, including 1,000 Maximas.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 10/5- 10/10/92	Actual 9/28- 10/3/92	Sept. Total	Year 10/10/92	Year 10/12/91		Est. 10/5- 10/10/92	Actual 9/28- 10/3/92	Sept. Total	Year 10/10/92	Year 10/12/91
Concorde (Can.)	944	1,394	2,079	4,463	0	S10 Blazer (trk.)	1,023	2,662	9,693	98,248	31,919
LeBaron A.	550	606	1,954	5,095	0	Sportsvan (trk.)	453	312	1,217	13,677	33,391
LeBaron J.	700	611	2,714	40,069	19,452	Sportsvan (Can. trk.)	1,600	1,624	6,030	57,363	41,472
New Yorker	500	883	2,768	15,542	6,402	Suburban (trk.)	1,845	1,872	7,408	51,562	21,327
Fifth Avenue	850	823	3,413	33,854	23,915	Total Chevrolet	41,728	41,862	160,597	1,568,732	1,545,176
Imperial	150	216	704	4,965	6,833	Achieva/Calais	400	570	2,761	76,564	34,616
Town & Country (trk.)	600	678	2,302	15,236	3,388	Cutlass Ciera	3,703	3,106	9,516	103,638	78,323
Total Chrysler Div.	4,294	5,211	15,934	119,224	59,990	Cutlass Class (Can.)	0	0	0	0	41,161
Sundance	1,600	1,679	6,819	52,972	49,429	Cutlass Supreme	2,400	2,274	4,968	62,629	83,512
Acclaim	2,020	2,120	5,771	60,250	63,712	Toronado	0	0	0	0	3,274
Voyager (trk.)	2,500	2,003	9,085	80,981	78,312	Eighty Eight	1,092	1,123	4,535	53,061	68,467
Voyager (Can. trk.)	2,290	2,548	11,043	91,518	86,725	Custom Cruiser wag.	0	0	0	0	2,077
Total Plymouth	8,410	8,350	32,718	285,721	278,178	Ninety Eight	736	133	341	19,366	62,241
Intrepid (Can.)	712	747	4,914	10,700	0	Silhouette (trk.)	407	234	733	10,880	16,011
Daytona	400	373	1,469	11,801	5,864	Bravada (trk.)	97	171	698	9,056	11,601
Shadow	2,100	2,234	9,599	78,675	54,594	Total Oldsmobile	8,835	7,611	23,552	340,585	406,905
Dynasty	2,500	2,168	6,052	69,827	95,207	Sunbird	2,191	1,822	5,416	65,143	93,147
Spirit	1,600	1,577	5,092	56,565	60,332	Grand Am	6,085	3,349	19,279	196,805	99,844
Viper	15	12	43	197	0	Firebird*	0	0	0	0	17,116
Monaco (Can.)	0	0	0	8,241	0	Firebird (Can.)	10	10	40	79	0
Caravan (trk.)	2,900	3,140	12,176	105,436	91,780	Grand Prix	2,531	2,530	10,481	87,864	85,934
Caravan (Can. trk.)	3,110	3,654	13,439	131,594	113,869	Pontiac 6000	0	0	0	0	19,930
Caravan C/V (trk.)	50	83	282	2,395	2,872	Bonneville	926	1,467	7,099	73,115	60,851
Caravan C/V (Can. trk.)	100	99	384	5,043	12,836	Trans Sport (trk.)	599	742	3,274	31,310	23,020
Dakota	3,650	3,705	14,160	116,973	71,983	Total Pontiac	12,342	9,920	46,489	471,432	399,117
Ram pickup (trk.)	1,100	1,202	4,661	45,331	59,652	Yukon-Jimmy (trk.)	171	368	980	6,671	1,625
Ram wagon (Can. trk.)	350	339	1,341	16,928	15,887	Medium (trk.)	255	303	1,189	15,317	3,037
Ram van (Can. trk.)	1,610	1,635	6,529	56,079	34,052	P-model (trk.)	84	39	130	1,763	1,939
Total Dodge	20,197	20,968	80,141	787,544	627,169	Pickup (trk.)	2,364	1,995	9,790	86,374	94,799
Vision (Can.)	232	228	1,561	5,187	0	Pickup (Can. trk.)	1,250	1,254	5,162	50,944	40,773
Premier (Can.)	0	0	0	8,425	0	Syclone-Sonoma (trk.)	1,059	1,127	4,670	39,904	46,944
Cherokee (trk.)	2,900	2,999	12,537	110,102	116,009	Typhoon-S15 Jimmy (trk.)	367	982	3,450	31,637	11,539
Comanche (trk.)	0	0	0	952	4,152	Safari (trk.)	1,070	1,231	3,151	45,493	31,357
Grand Cherokee (trk.)*	3,900	3,889	15,127	78,478	1,539	Suburban (trk.)	909	826	3,533	28,103	17,135
Bravo (trk.)	0	0	0	330	2,267	Vandura (trk.)	276	517	7,024	14,759	0
Wrangler (trk.)	1,450	1,627	6,585	16,118	0	Vandura (Can. trk.)	350	345	2,192	23,729	17,466
Wrangler (Can. trk.)	0	0	0	28,962	48,967	Total GMC	8,155	8,621	34,764	336,959	281,373
Total Jeep-Eagle	8,402	8,743	35,810	240,129	181,359	Total Saturn*	4,700	4,500	16,950	162,229	71,405
Total U.S. car	12,985	13,302	46,398	429,812	385,740	Total U.S. car	50,333	43,311	166,714	1,872,066	1,828,727
Total Can. car	1,888	2,369	8,554	28,350	16,666	Total Can. car	8,775	8,785	34,708	262,322	324,543
Total U.S. truck	19,059	19,326	78,915	572,332	431,954	Total U.S. truck	26,402	28,731	113,455	1,050,568	927,017
Total Can. truck	7,440	8,275	32,736	330,124	312,336	Total Can. truck	6,500	6,512	27,240	211,994	0
CHRYSLER CORP.	41,383	43,272	164,603	1,352,618	1,146,996	GENERAL MOTORS	92,010	87,339	342,117	3,456,024	3,291,381
Escort	0	5,876	18,644	146,612	160,402	Can. car	0	0	3,360	70,278	86,216
Mustang	2,806	0	7,147	74,529	68,868	Can. truck	0	0	2,084	43,245	40,205
Tempo	0	-2,601	10,196	106,566	88,916	CAMI+*	0	0	5,444	113,523	126,421
Tempo (Can.)	3,201	2,928	6,365	97,022	84,990	DIAMOND-STAR*	2,848	2,787	11,450	112,368	119,808
Taurus	7,021	11,284	46,256	330,229	258,403	Civic	2,195	2,145	8,894	79,612	64,148
Thunderbird	2,758	2,886	10,092	72,160	58,334	Civic (Can.)	1,740	1,500	7,715	83,862	84,232
Crown Victoria (Can.)	0	2,079	8,778	83,369	74,588	Accord	6,590	7,051	28,756	295,674	291,979
Aerostar (trk.)	5,000	5,005	20,710	154,912	137,391	Total U.S. car	8,785	9,196	37,650	375,286	356,127
Bronco (trk.)	0	729	2,298	20,063	14,827	Total Can. car	1,740	1,500	7,715	83,862	84,232
Explorer (trk.)	6,694	6,699	23,807	236,858	217,889	HONDA	10,525	10,696	45,385	459,148	440,359
Maxide Navajo (trk.)	121	0	0	3,103	9,448	HYUNDAI Sonata (Can.)	400	555	1,554	9,206	20,273
Econoline (trk.)	0	4,494	15,222	150,854	109,103	AUTOALLIANCE*	4,933	2,997	21,141	112,104	128,381
Heavy (trk.)	1,006	1,006	4,074	36,470	25,566	U.S. truck	411	1,578	6,705	52,733	51,965
Light truck (trk.)	7,698	9,712	39,015	348,864	249,852	Can. truck	247	265	1,020	7,257	5,618
Light truck (Can. trk.)	3,055	3,073	11,837	98,588	73,417	NAVISTAR	658	1,843	7,725	58,990	57,583
Ranger (trk.)	6,414	4,617	5,361	174,560	215,098	Altima	2,930	2,773	9,965	23,350	0
Total Ford Division	45,774	62,909	229,802	2,134,759	1,847,092	Sentra	2,380	2,343	9,677	94,975	105,117
Topaz	0	1,799	8,097	49,363	36,601	Pickup (trk.)	2,760	2,772	11,555	105,223	103,949
Topaz (Can.)	1,380	1,255	2,675	39,385	28,030	NISSAN	8,070	7,888	31,197	223,548	209,066
Cougar	1,322	1,914	6,718	46,407	44,822	Geo Prizm	1,790	1,324	3,272	58,079	72,054
Sable	2,776	1,919	8,280	99,511	83,184	Toyota Corolla	1,800	1,335	3,257	80,011	82,049
Grand Marquis (Can.)	0	2,438	10,215	84,028	83,483	Toyota Pickup (trk.)	2,000	1,946	6,884	54,866	411
Mercury Villager (trk.)	892	869	3,436	11,089	0	MUMMI	5,590	4,605	13,413	192,956	154,514
Nissan Quest (trk.)	504	515	2,091	6,599	0	Legacy	1,144	1,177	5,034	46,512	45,384
Total Mercury	6,874	10,709	41,512	336,382	276,120	Pickup (trk.)	560	546	2,336	19,568	20,710
Continental	843	848	3,530	31,154	44,261	Rodeo (trk.)	920	906	3,909	33,928	22,629
Mark VII	458	0	0	2,838	7,761	Total U.S. car	1,144	1,177	5,034	46,512	45,384
Town Car	2,529	2,542	10,589	93,330	104,100	Total U.S. truck	1,480	1,432	6,245	53,496	43,339
Total Lincoln	3,830	3,390	14,119	127,322	156,122	SUBARU-ISUZU	2,624	2,629	11,279	180,000	86,723
Total L-M Division	10,704	14,099	55,831	463,784	432,242	Camry	5,000	4,490	20,959	190,617	144,238
Total U.S. car	20,513	31,699	129,549	1,052,699	955,652	Corolla (Can.)	1,200	1,122	2,459	52,589	51,871
Total Can. car	4,581	8,700	28,033	303,884	271,091	TOYOTA	6,200	5,612	23,418	243,206	196,109
Total U.S. truck	28,329	33,646	116,014	1,143,372	979,174	VOLVO 740, 940 (Can.)	120	120	505	5,183	6,138
Total Can. truck	3,055	3,073	11,837	98,588	73,417	AM GENERAL (trk.)	300	300	1,260	19,940	16,290
FORD MOTOR CO.	56,478	77,088	285,433	2,596,463	2,279,334	MISCELLANEOUS (trk.)**	1,920	1,920	8,064	127,378	187,320
Skiatook	140	999	6,033	45,999	7,442	Total U.S. car	115,441	116,704	465,066	4,448,479	4,223,277
Century	1,925	1,218	4,415	65,796	75,790	Total Canada car	18,704	23,151	86,880	807,513	861,630
Regal (Can.)	2,650	2,635	10,445	78,933	98,430	Total U.S.-Canada Car	134,145	139,855	551,954	5,256,992	5,084,307
Riviera	281	267	943	9,188	39,048	Total U.S. truck	82,652	91,671	347,097	3,179,904	2,861,419
Park Avenue	290	930	5,571	45,681	37,595	Total Canada truck	17,262	18,125	74,917	749,684	642,670
LeSabre	3,614	3,464	12,252	126,909	83,655	Total U.S.-Canada truck	99,914	109,796	422,014	3,929,588	3,304,089
Roadmaster sedan	533	701	2,878	34,874	53,610	TOTAL U.S.	198,093	208,375	812,163	7,628,383	6,884,896
Roadmaster wagon	0	0	420	7,344	19,475	TOTAL CANADA	35,966	41,276	161,805	1,567,197	1,503,780
Reatta	0	0	0	0	1,205	TOTAL U.S.-CANADA	234,059	249,651	973,969	9,185,580	8,388,386
Total Buick	9,433	10,214	43,357	414,724	416,250						